



Roland Corporation Corporate Profile

Inspire the Enjoyment of Creativity. Be the BEST rather than the BIGGEST. The Roland Family — Cooperative Enthusiasm.

We design the future

Inspire the Enjoyment of Creativity.

Be the BEST rather than the BIGGEST.

The Roland Family—Cooperative Enthusiasm.



RG-7-R

Welcome

The Roland Group is engaged in two major categories of business: electronic musical instruments and computer-related peripherals centered on large-format color printers.

Under our slogan “Inspire the Enjoyment of Creativity,” we are steadily expanding our business domain to include the fields of video and images, focusing mainly on video-editing equipment. Our challenge is to turn your imagination into sound, into video, and, finally, into reality.

The business of “creating” has become more globalized, diversified and individualized. Consumers all over the world have come to value quality more than quantity. This makes our role so much more critical than ever before. Responding to all these changes in a flexible manner, we are pursuing new growth based on our deep technological power. This has given birth to numerous “world’s first” and “Japan’s first” products.

At the same time, we strongly recognize our social responsibility as a company committed to a culture of creativity. We strive to do our BEST to be an organization that inspires “Cooperative Enthusiasm” among all our stakeholders.



Katsuyoshi Dan Chairman



Hidekazu Tanaka President

Advancing into promising new fields with our brands, we're always eager to develop our leading-edge technologies for the benefit of our customers.

Building on our reputation as the premier manufacturer of electronic musical instruments,

Roland is pursuing a multi-brand strategy to greatly expand its business domain.

Roland offers brands and product lines sustained by leading-edge,
innovative technologies and dynamic, forward thinking.

You can count on us to be a source of inspirational products that bring out the very best in creative people.

V-Drums



Roland Piano Digital



Roland

**The full-line electronic musical instrument
brand loved and trusted by music creators
around the world.**

The Roland brand has become the de facto creative standard
for music hobbyists and professional artists around the globe.

Roland synthesizers, electronic drums, and guitar amplifiers are
essential "must haves" on stages and in studios worldwide.

Roland's reach, however, does not stop there. Our extensive line-
up of digital pianos and electronic organs offers an array of
unique functions and sounds that delight music enthusiasts in
homes and music schools everywhere.



Music ATELIER



V-Synth GT



Guitar & Bass Amplifiers

BOSS COMPACT Series



ME-20/ME-20B
Guitar/Bass Multiple Effects



BR-600
Digital Recorder



MICRO BR
Digital 4-track
Recorder

BOSS

**The global market share leader in effects
processors. The iconic brand for guitarists
who want the best.**

Since the introduction of the first BOSS compact pedal in 1977,
BOSS has created award-winning products for guitarists
worldwide. Today, the extensive BOSS product line appeals to
guitarists playing all types of music, with road-rugged multi-
effects processors driven by the latest technological advances
and digital multi-track recorders that allow musicians of all skill
levels to create professional-caliber recordings.

Computer Music



24bit WAVE/MP3 Recorder

Direct Linear Video Editing System



Multi-Format Video Mixer

Digital Snake S-4000 Series



EDIROL by Roland

**The brand for creating music with
high-definition sound makes audio
and visual editing a pleasure.**

EDIROL is the brand of choice for professional music producers
and computer music hobbyists everywhere. With a rich selection
of software and hardware options to choose from and a
substantial line-up of analog-to-digital audio/MIDI products,
EDIROL inspires creativity and experimentation. Whether you're
recording and storing prized live performances, or saving valued
cassette tape collections from yesteryear, EDIROL products open
up a new realm of music-making possibilities with PCs. In video
production, the versatile EDIROL line-up includes multi-format
mixers and converters compatible with high-definition video.

RSS by Roland

**Sound and image system solutions to
create audio and visual space.**

The RSS brand of commercial-use audio equipment creates
audio and visual space at public facilities, amusement
centers, and commercial complexes. RSS products include
PA systems for events and concerts and audio equipment for
conference centers and retail stores. Combine RSS with
EDIROL video equipment for superb sound and image system
solutions.

RODGERS

**Classic organs fusing technology with
traditional instrument craftsmanship.**

A celebrated American brand of classic organs has united with
Roland's sophisticated digital technology to create unparalleled
sound. The glorious voices of Rodgers digital and pipe-
combination organs can be heard in hotels, schools churches,
and concert halls around the world.

Roland

**Computer peripherals for pioneering new
markets and expanding creative horizons.**

Utilizing the latest digital technology, the Roland DG brand
helps customers transform imagination into reality. Professional
large-format color printers and 3D input/output devices provide
customers with a wide range of dynamic solutions.

VersaCamm



MODEL A Pro II



METAZA

Creativity

Our world-leading technology and passion for perfection have opened up new possibilities in sound

Inspiring the enjoyment of creativity...

From the dawn of the era of electronic musical instruments, we have developed numerous original technological innovations. These have launched products which have earned the acclaim of musicians around the world. This success story is driven by our limitless passion for the creation of sound coupled with our outstanding technological strength.

Lake Hamana Studio

Sound Lab

R&D Center

SH-1000

MC-8

V-Drums

DV-7DL



A passion for creating sound and advancing technological capabilities.

With a passion for sound and music, supported by unrivaled strength in R&D, Roland has developed a host of original technologies that have become world standards. Our focused development teams are in charge of creating the products while the technologies are perfected by our technology research laboratory. The Hamamatsu R&D complex is the main base for the company's ongoing research and product planning activities. These facilities represent the cutting edge of Roland's innovation. Here, the basic technologies for the next generation of products are conceived, created and refined. Now, we are striving to integrate our accumulated technological experience into the emerging fields of video and images.

Flexible development structure and cutting-edge facilities

We have incorporated a flexible development structure that eliminates fixed organizational lines and brings teams from the research laboratory and the product development group together for important developmental themes. Backing up this technology and product development are concert hall-standard facilities, such as studios and listening rooms at the Hamamatsu R&D Center and each factory, the Sound Reference Hall, and the Sound Laboratory, at which the hall acoustics can be adjusted for testing various products.



Anechoic Chamber
R&D Center



Sound Reference Hall
R&D Center

"World's first" and "Japan's first" original technology

Ever since we announced Japan's first synthesizer, the Roland SH-1000, two years after our founding, the phrases "world's first" and "Japan's first" have epitomized Roland's products. In the "world's first" category, there was our EP-30 digital piano, the first to feature a touch-sensitive keyboard in which the sound volume changes in response to the strength with which the keys are struck. Then there was the GR-500 guitar synthesizer, which played synthesizer sounds through a guitar. There was also the MC-8 sequencer, a trailblazer in computer music, as well as the TR-808 programmable rhythm machine, which could create and play back the rhythm for a whole song. We also developed digital composite SA synthesis technology, which has become the foundation of modern digital piano development; and RSS® technology, which produces a rich three-dimensional sound presence. Over and over again we have completely redefined the music scene.

Unique technology that expands the possibilities of sound and images

Roland became the world leader in electronic musical instruments due to our product development capabilities. These skills were based on our original technologies. With our advanced COSM®*1 sound modeling technology, we created the V-Drums®, which revolutionized the concept of electronic drums. We also created the V-Synth® with its VariPhrase® technology which allows musicians to control the three elements of sound in real time. In addition, we developed our PBM®*2 sound source, which was modeled from the sound characteristics of an accordion and used in the innovative V-Accordion. Our new technology for MIDI, is called FPT®*3. It has made possible a more stable transmission of MIDI data. Our unique V-Link application can easily synchronize sound and images, and play them back in real time. REAC®*4 technology enables 24bit/96kHz high quality multi-channel audio transfer with low latency via slim and light weight Cat5e cable (Ethernet or LAN cable). Our numerous technologies and directing the future of sound and images.



V-Synth GT



V-Accordion

*1 COSM
(Composite Object Sound Modeling)
*2 PBM
(Physical Behavior Modeling)
*3 FPT
(Fast Processing Technology of
MIDI Transmission)
*4 REAC
(Roland Ethernet Audio Communication)

Quality

Our cutting-edge technology and pursuit of quality create products that are simply the best

Originality and high quality are the basis of Roland's products. We have established a unique development structure and production system that can flexibly respond to market conditions. Our quality control systems are constantly being improved to assure the highest levels of reliability. And, we're taking active measures to meet and exceed environmental standards.



Creating innovative products through our Producer System

The Producer System is one of the key ingredients to Roland's hit-product formula. The Producer is the product development leader. He assembles the project team and, with full access to corporate resources, oversees the entire process from development to sales. An organizational framework is activated at the domestic or overseas factory best suited for manufacturing a particular product. This unique structure is designed to manage everything from materials procurement to final production.

Product Development Process

1. Technology development labs
(R&D of base technologies)

2. Development divisions
(product development)

3. Production (production base)

Responding quickly to a diversifying market

In Roland's unique "cell" production system, each product is completely assembled by a single worker. This system allows us to respond quickly to changing needs. At the same time, we can deliver various product types more efficiently. Our new digital production method, which is also based on the "cell" production system, has enabled us to further streamline our assembly process. In addition, for the production of main components such as keyboards and integrated circuit boards, we have adopted a digital informatic-based process, which combines automatic assembly, inspection and transport. This new production system enables us to attain still higher levels of production efficiency and quality.



R.I.K.A.(Roland Integrated Keyboard Assembly Line)

Aiming for the industry's No. 1 products and a 30% increase in market value

Since 1994 we have been promoting the "301 Project" through all of our companies. The project's goals are to develop the No.1 product in each category, with a 30% increase in market value. We have gathered information from each Roland affiliate around the world in realtime to understand market trends, and have pursued new proposal-type product development. The "Realtime 301 Project" has provided steady results, and is giving birth to a host of new products that are being critically acclaimed by professional musicians.



Environmentally-friendly products

As a company that creates sound and images, Roland delivers high-quality products that are also friendlier to the environment. We fully recognize the influence that development, manufacturing, and all our corporate activities have on the environment. In addition to acquiring ISO 14001 certification—the international standard for environmental management systems—we are also implementing group-wide activities for environmental preservation, while taking bold measures to ensure our corporate activities are friendly to the earth. This is the goal represented by our slogan, "The Roland Family—Cooperative Enthusiasm."

Environmental Slogan



WE DESIGN THE FUTURE

Striving for harmony with the beautiful earth

Environmental Declaration

Before human beings appeared, this world was filled with a great variety of sounds.

The whisper of the wind, the roar of the sea, the beat of the land. There, humanity sang, and made beautiful music.

We cannot be involved in the music industry if we disregard our relationship with the earth. Roland continues its ceaseless efforts for a rich natural environment where people can enjoy music long into the future.

Active measures for the environment

Roland is also taking active steps for the environment with product parts and in the manufacturing process. While promoting the change to parts which do not contain any of the substances identified in the European Union's RoHS (Restriction of the use of certain Hazardous Substances in electrical and electronic equipment) Directive of 2003, we have also adopted the same standard for products aimed at markets other than the EU. Moreover, we are implementing the switch to the use of lead-free solder when assembling printed circuit boards used in our products.



Assembly of printed circuit board with lead-free solder

Network

Global perspective right from the start. Inspiring the enjoyment of creativity.

Since its founding, Roland has done business with an eye on the world. We have established sales companies and distributors in major markets. We now have a sales network in place which covers the entire world. Our overseas network, which includes manufacturing as well as sales and distribution facilities, helps support the activities of the entire Roland Group.

NAMM Show

Frankfurt Musikmesse

Harnessing group power to carry out overseas sales activities

Sales for our overseas operations are primarily handled by our own group companies. Based on a spirit of equality with the headquarters office, these companies are run by local management teams who are well versed in the language, culture and economic conditions of each country. At our International Meetings held twice each year, the management teams of our overseas group companies convene to share their corporate policies, attend presentations on new technologies and products, and exchange information about each country's market trends. Roland also actively participates in many international exhibitions and events. We host a large booth at the NAMM Show (USA) and at the Frankfurt Musikmesse (Germany). Both of these large-scale events are important in the worldwide music products industry. We utilize these events to launch and showcase our newest products. Thus, the Roland booth is always "the place to go" to see, hear and play the newest and most innovative instruments.

Roland Electronics (Suzhou) Co., Ltd.

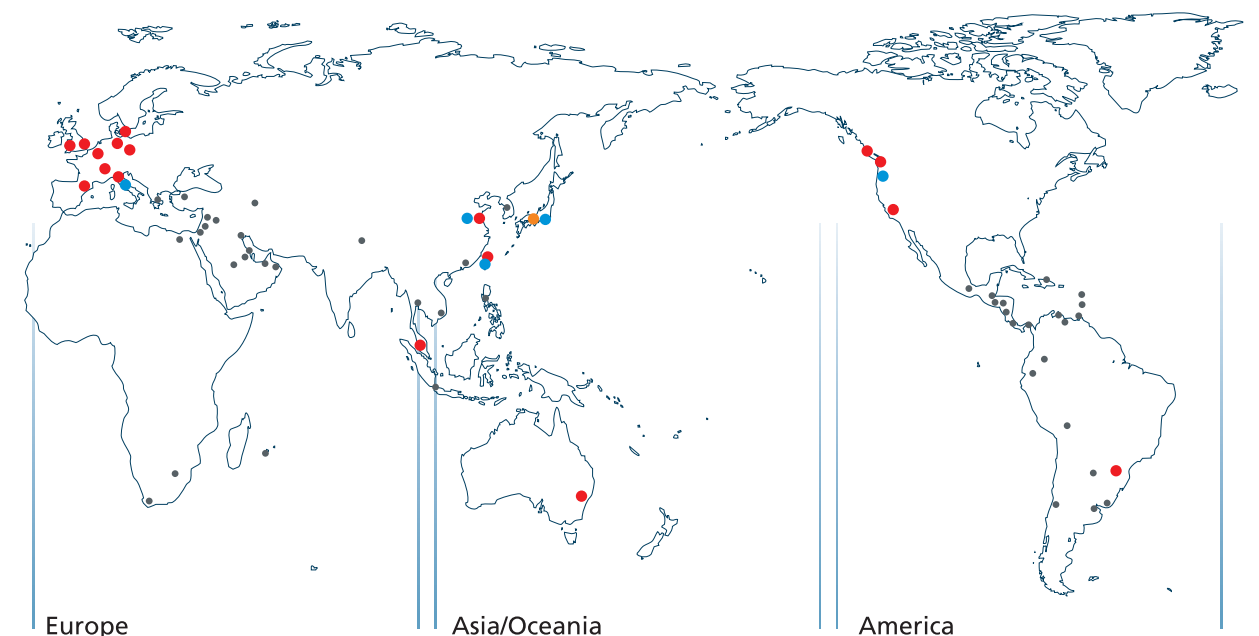
Roland Europe S.p.A.

Overseas production that responds flexibly to world markets

Roland has group companies focused on manufacturing and production in America, Europe and Asia. Each of these is managed by a local team similar to our sales companies. This is part of our "local production system," since everything from materials procurement to final manufacturing maximizes the capabilities and potential of each country's labor force and geographic location. With Roland's technology as a firm foundation, we are able to flexibly respond to the trends and needs of each market.

Roland's Global Network

● Manufacturing & Sales ● Sales ● Manufacturing ● Distributor



Europe

Asia/Oceania

America



● Roland Europe S.p.A.



● Roland Electronics (Suzhou) Co., Ltd. (left)
● Roland Taiwan Electronic Music Corp. (right)



● Rodgers Instruments LLC

- Roland (U.K.) Ltd.
- Edirol Europe Ltd.
- Electronic Musical Instruments
Roland Scandinavia A/S
- Roland Elektronische Musikinstrumente HmbH.
- Roland Central Europe n.v.
- Roland (Switzerland) AG
- Roland East Europe Ltd.
- Roland Italy S.p.A.
- Roland Iberia, S.L

- Roland (Shanghai) Logistics Co., Ltd.
- Roland Taiwan Enterprise Co., Ltd.
- Roland Asia Pacific Sdn. Bhd.
- Roland Corporation Australia Pty. Ltd.

Japan

- Roland Corporation
- Roland Engineering Corporation
- Roland DG Corporation
- BOSS Corporation
- Roland SG Corporation

- Roland Canada Ltd.
- Roland Systems Group U.S.
- Roland Corporation U.S.
- Roland Brasil Importação, Exportação,
Comércio, Representação e Serviços Ltda.

Communication

Offering musical enjoyment at every opportunity

Roland's wish is to offer the finest products and also the enjoyment of creating sound, music and images. Through establishing music schools across Japan, and sponsoring a variety of concerts and contests, we're taking every opportunity to present a variety of musical activities that people can relate to and enjoy. Here are some examples in Japan:

Musical Instruments Fair



The largest musical instrument event in Japan, featuring demo performances, exhibitions and the chance to try out a variety of musical instruments, Roland's large booth is always jam-packed with excited showgoers.

Sound Spark



Held to coincide with the launch of a new product, this is an event at which visitors can try out instruments and enjoy demo performances. It's also an opportunity for those in charge of product development to see first-hand the reactions of users and hear their opinions.

Workshops



We periodically hold clinics and demo performances at sales outlets, providing carefully planned sales support activities such as product explanations that include actual demonstrations and hints for effective use.

"RIKISAKU" Contest



Held annually, this is a contest aimed at enthusiasts involved in computer music and image editing. One of its unique characteristics is the broad age range of participants. The image category is held independently as the "Roland/EDIROL video festival."

Roland Planet / Roland Foresta



Our latest stage and recording products are showcased in selected dealer locations in our unique "Roland Planet" shops. Our "Roland Foresta" locations present our distinctive line of home pianos and other innovative keyboards such as our new VIMA. These "stores within a store" are staffed by well-trained, full-time Roland staff members. Customers can see, hear and play our products in functional and attractive settings. In this way, they can experience our exceptional sound quality and innovative features.

Roland Music Navi



This is a monthly web magazine full of practical and useful application tips for our latest models. It also includes interviews with prominent artists and many helpful ideas from professional musicians. (<http://mnavi.roland.jp/>)

Roland Online



Roland's comprehensive members' portal site, which combines various e-mail member services in order to more securely protect our customers' personal information. Numerous services are available, such as e-mail distribution and brochure downloads.

Customer Support Center



The Customer Support Center ensures that our customers can always feel confident when using any Roland, BOSS or EDIROL product. From consultations before buying, to product operating instructions and assistance after purchasing, our Customer Support Center is a vital component in delivering "The Roland Value."

Roland Music Studio

Offering lessons nationwide which effectively feature the advantages of electronic musical instruments

In order to help more people discover the pleasure of making music, we offer lessons that embrace electronic musical instruments. We do more than just teach playing techniques. We offer a new perspective on the appeal and depth of music. To showcase accomplishments gained through the lessons, schools in each region host recitals. We also hold nationwide piano contests and organ music festivals. In addition, we offer performance auditions and music tests administered through the Associated Board of the Royal Schools of Music, for which the Roland Foundation serves as the Japan representative office.



Music Lessons



Contests

Roland Foundation

Established to promote and develop arts and culture based on electronic technology

The Roland Foundation was established in 1994 to open up new territories in art, and contribute to the advancement of culture with electronic musical instruments. It actively sponsors various public performances and events such as seminars and concerts on Roland's Music ATELIER organs or digital pianos, promotes international exchange, and carries out training and educational activities, providing numerous opportunities for people to enjoy electronic musical instruments. In 2007, the Roland Foundation established the "Hamamatsu Electronics Arts Award" as a means of recognizing those who make pioneering contributions to electronic musical instrument performance and music creation. In these ways, the Roland Foundation is active and contributing in many different fields.



Organ Concerts



Hamamatsu Electronics Arts Award

Roland: from an uncompromising stance toward sound, to a world brand

It has been some 70 years since the birth of electronic musical instruments. As electronic technology advanced, Roland's founder, Ikutaro Kakehashi, was closely involved in the changes in electronic instruments. At age 28 he decided that his own lifework was music, and this decision set him on a single-minded quest for the ideal electronic musical instrument. With a global mindset right from the start, he took a global perspective toward product development and new market exploration, and under him we launched a string of revolutionary new electronic musical instruments, many of which were world's firsts. In a new field only possible with electronic instruments, Mr. Kakehashi took the lead and provided a focus for development efforts, allowing Roland and its other brands to distinguish themselves worldwide as leaders in the field of electronic musical instruments. Mr. Kakehashi now supports the company with his extensive experience and network of personal connections developed since founding Roland. And as chairman of the Roland Foundation he continues his tireless efforts to contribute to society.



Founder **Ikutaro Kakehashi**

History

World's first. Japan's first. Roland's footprints are indelibly imprinted on the history of electronic music

Product History

1973 SH-1000

Japan's first synthesizer

The first of its kind to be produced in Japan, the SH-1000 was an instant hit with its compact dimensions, easy operation, and affordable pricing. Roland's first pure electronic combo piano, the EP-10, was also released this year.



1974 EP-30

Electronic piano

The world's first electronic piano to feature a touch-sensitive keyboard. The EP-30 was a best seller for more than three years.



1975 JC-Series

Best-selling guitar amps

The JC-Series with its outstanding chorus effects was released. The long-time best seller JC-120 is still the choice of top guitarists around the world.



1976 SYSTEM-700

Japan's first modular synthesizer system

Bringing together all the soundmaking technology of its day, this complete electronic studio system was used by leading broadcasting stations and groundbreaking electronic music artists.



CE-1

Chorus ensemble

The BOSS brand's first effect processor



1977 GR-500

World's first guitar synthesizer

The world's first guitar synthesizer turned the music world around by associating the synthesizer with an instrument other than keyboards.



OD-1/SP-1/PH-1

Compact effect pedals

The first three models of BOSS compact effect pedals. Their basic design is still being used today.



1980-1981

TR-808 Programmable rhythm machine

TB-303 Bass line



A groundbreaking rhythm machine that allowed the user to program a song's rhythm patterns. The TB-303 allowed the user to freely create the song's base line.

JUPITER-8

Eight-voice polyphonic synthesizer

One of Roland's earliest polyphonic synthesizers. This significant product opened the way to today's synthesizer development.



MC-4

Sequencer

Designed for automatic synthesizer performance, the MC-4 made a powerful impact around the world with its new concept of linking electronic instruments with computers.



1986 RD-1000

Digital piano

The first electronic piano to feature the acclaimed Roland SA digital synthesis technology. This technology was featured in all Roland pianos thereafter.



1987 D-50

Linear digital synthesizer

Roland's first full-digital synthesizer was a worldwide sensation due to its operating ease and stunning sound.



1988 Musi-kun*

Desktop music system

This system made possible the new hobby of enjoying music with a personal computer. Along with "Musi-ro" which was released the following year, this system created the whole new market of desktop music (DTM).



* available only in Japan

1990 HP-3700

Digital piano

Acclaimed for its excellent sound quality and refined design, this product set a new trend for digital pianos, one still ongoing in current models.



RSS

Roland Sound Space

Revolutionary sound processor that creates a three-dimensional sound environment using conventional two-channel playback. Today, it is an indispensable piece of equipment in all audio and video industry sectors.



1991 JD-800

Programmable synthesizer

Combining stunning digital sound with a natural feel and operability reminiscent of analog instruments, the JD-800 was the pinnacle of synthesizer development of its era.



SC-55

Sound canvas

The very first GS* format sound module became a big hit due to its superb sound quality and compact design.



*GS is Roland's common specification for sound when using a MIDI system.

1994 Video-kun*

Desktop video system

Roland's first video-related product, this advanced system made it easy to perform professional video editing at home using a personal computer.



* available only in Japan

1995 VG-8

V-Guitar system

With the latest DSP* sound modeling technology, this product significantly extended the guitar's expressiveness.



*DSP is an LSI that processes digital signals.

1996 VS-880

Digital studio workstation

This fully digital hard disk recorder provided all the processes of a professional digital studio in one product, and took the entire industry by storm.



MC-303

Groovebox

Roland's first foray into the dance music genre, this sequencer was enthusiastically received by DJs and clubs.



1997 V-Drums

Electronic drums

V-Drums revolutionized the concept of electronic drums with its natural expressiveness and feel, and its adjustable settings for each drum set and performance environment.



2000 VP-9000

VariPhrase processor

The first product to use the newly developed VariPhrase* technology, which offers independent realtime control of pitch, time and formant.



2001 DV-7

Digital video workstation

This stand-alone video editing workstation for creating professional-quality videos provides an efficient, next-generation working environment for video making.



2002 HPI-5

Digital piano

This piano features a large LCD screen on the music rest that can display the musical score; it is also packed with lesson functions to support piano practice.



2003 V-Synth

Synthesizer

A new generation in synthesizers, featuring evolved VariPhrase* technology and a COSM* processor for a completely new kind of sound production, as well as V-LINK for the control of images.



2004 V-Accordion

Digital accordion

A next-generation digital accordion that delivers the rich sound and musicality of an accordion, with the power of expression only available in a digital instrument.



Fantom-X Synthesizer

With 128-voice maximum polyphony, the highest level in a synthesizer, the Fantom-X is powered by a new sound generator chip, and offers Giga-class wave memory.



2005 CG-8

Visual synthesizer

The visual synthesizer can instantly create various images and direct them in real time.



2006 VIMA

Recreational Keyboard

This unique and exciting keyboard offers a new world of audio/visual entertainment, and transforms any room into an interactive theater of sight and sound.



2007 V-Synth GT

Synthesizer

The first synthesizer in history to offer AP-Synthesis that realistically reproduces the sound as played, including changes in expression as well as tone. It is a synthesizer that boasts breathtaking expressiveness.



FDR-1/FBM-1, Legend Series

Guitar Effect pedals

The first product created through collaboration with Fender, the U.S. guitar manufacturer. This Legend Series faithfully reproduces Fender's excellent amplifier with COSM technology.



'72 '75 '80 '85 '90 '95 '00 '05

Company History

1972

- Established in Osaka with capital of 33 million yen.
- Tokyo and Osaka sales offices opened.



Head office factory at founding



Head office factory

1973

- Hamamatsu Factory opened.
- First NAMM Show appearance in the U.S.
- First appearance in Music Instruments Fair Japan.

1975

- First appearance in Frankfurt Musikmesse.

1976

- Nagoya sales office opened.
- Joint venture set up in Australia.



Joint venture set up in Australia

1977

- Takaoka Factory opened in Hamamatsu.



Takaoka Factory

1978

- Joint venture set up in the U.S.A.

1980

- Fukuoka sales office opened.

1981

- Hiroshima and Sendai sales offices opened.
- Joint ventures set up in the U.K., Germany, Denmark, and Canada.

1982

- Yokohama sales office opened.
- Joint venture set up in Belgium.

1983

- Sapporo and Omiya sales offices opened.
- MIDI* accepted as the world standard for inter-electronic musical instrument communication.

*Musical Instruments Digital Interface

1984

- Roland Music School opened in Umeda, central Osaka.

1985

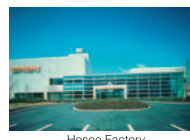
- Lake Music School opened in Shibuya, Tokyo.
- Roland offers technology and equipment for a pavilion at Tsukuba EXPO '85.



Tsukuba EXPO '85

1986

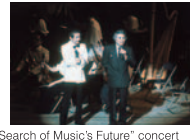
- Factory completed in Inasa (now Hamamatsu), Shizuoka Prefecture.
- Joint ventures set up in Italy.
- Manufacturing company established in Taiwan.



Hosoe Factory

1987

- Capital investment made in S.I.E.L. S.p.A, Italy.
- "The First New Age Contest" and "In Search of Music's Future" concert held.



"In Search of Music's Future" concert

1988

- Rodgers Instrument Corporation set up in the U.S.A.
- Joint venture set up in Switzerland.
- S.I.E.L. S.p.A. renamed Roland Europe S.p.A

1989

- Rodgers Organ appears on the Japanese market.
- Company stock listed on the Osaka Stock Exchange Second Section (December). Capital increased to 7.6 billion yen.



Ceremony at Osaka Stock Exchange

1990

- Joint venture set up in Spain.
- Co-sponsorship of a pavilion at Expo '90 in Osaka.
- Capital investment made in Intermusica Ltd., Hungary.
- Roland Audio Development Corp. established in the U.S.A.

1991

- Lake Hamana Studio completed.
- President Kakehashi (now Special Consultant) awarded an Honorary Doctor of Music degree from Berklee College of Music.
- Joint venture set up in Brazil.



At Berklee College of Music

1992

- Celebration of 20th anniversary with new slogan.

1993

- Head office relocated to Dojimahama, Kita-ku, Osaka.
- Miyakoda Testing Laboratory completed.

1994

- First issue of unsecured convertible debentures (total value 5 billion yen).
- Roland Foundation established.
- Roland Audio Development Corp. (U.S.A.) begins production of amplifiers.
- "301 Project" launched.

1996

- Roland becomes Japan's first musical instrument manufacturer to receive ISO 9002 certification.
- Roland DG Corporation stock listed on the Milan Stock Exchange.

1997

- Joint venture set up in Taiwan.
- Celebration of 25th anniversary.
- Miyakoda factory opened.
- Joint venture set up in France.



Miyakoda Factory

1998

- Tecnologias Música e Audio, Roland Portugal S.A. and Edirol (Europe) Ltd. established.

1999

- Roland receives ISO14001 certification for environmental management system.
- Joint venture set up in Austria.
- Company stock listed on the Tokyo & Osaka Stock Exchange First Section (September).

2000

- Chairman Ikutaro Kakehashi (now Special Consultant) inducted into Hollywood's Rockwalk.
- Roland DG Corporation stock listed on the Tokyo Stock Exchange Second Section (October).



At Hollywood's Rockwalk

2001

- R&D Center expansion completed.
- Manufacturing company established in China.

2002

- Roland DG Corporation stock listed on Tokyo Stock Exchange First Section (April).
- Intermusica Ltd. renamed Roland Ease Europe Ltd.

2003

- Logistics and distribution company established in China.

2004

- European subsidiaries reorganized, and Roland Central Europe and Roland Iberia established.
- Joint venture set up in Malaysia.

2005

- Manufacturing company established in China for Chinese domestic market.
- Headquarters office moved to Hosoe in city of Hamamatsu.
- Roland Systems Group U.S. established
- Special Consultant Ikutaro Kakehashi is invited to be Honorary Professor at the Central Conservatory of Music in Beijing, China.



Central Conservatory of Music, Beijing

2006

- New Roland DG factory completed.



Factory of Roland DG

2007

- Joint venture set up in China.
- Roland Foundation presents first "Hamamatsu Electronics Arts Award"